ABSTRACT

Apparatus and methods are provided for selecting farms to grow a crop of interest and/or for performing economic analysis relating to growing a crop of interest. One such disclosed apparatus includes a database and a farm

5   identifier in communication with the database to develop a set of farms capable of growing the crop of interest. The apparatus also includes a competition analyzer cooperating with the farm identifier to estimate profits to be earned by farms in the set of farms for growing at least one crop which is different from the crop of interest. The apparatus is further provided with an

10   offer developer cooperating with the competition analyzer to determine possible offers to be made to the farms in the set of farms based at least in part upon the estimated profits to be earned for growing the at least one crop which is different from the crop of interest. Additionally, the apparatus includes a farm selector cooperating with the offer developer to select farms from the set

15   of farms to receive an offer to grow the crop of interest.

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